

Rep Order# 9792039 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/14/2012 1:50 PM
Last Received: 08/14/2012 1:40 PM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROUP
Product 60+ ASSOCIATION
Estimate# 1225
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1225
Flight Dates 08/22/2012 - 08/28/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	1030A-11A	FACE NATION	:30	\$950.00	08/26-08/26	1	1	1	\$950.00	
	2	SU	7P-8P	60 MIN	:30	\$3,500.00	08/26-08/26	1	1	1	\$3,500.00	
	3	TU	11P-1135P	NEWS	:30	\$1,800.00	08/28-08/28	1	1	1	\$1,800.00	

---REPORT TOTALS---

Report Totals: 3 / \$6,250.00

---SALES MONTHLY TOTALS---

Aug 12: 2 / \$4,450.00 Sep 12: 1 / \$1,800.00

Sales Totals: 3 / \$6,250.00

Station Totals: 3 / \$6,250.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$14,881	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 44%
		WKRC 42%	WLWT 8%	WSTR 0%	WXIX 6%	

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Books null
Demos RA35+

Spot Manager: All, 08/22/12-08/28/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: 60 Plus Association												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 49397												
Line: 1												
08/26/12	Sunday	0:59:11 AM	:30	\$950.00		Face the Nation	10:30 AM-11:00 AM	60+ ASSOCIATION	1225	P-1	1	MWAS
				\$950.00							1	
Line: 2												
08/26/12	Sunday	7:19:17 PM	:30	\$3,500.00		Sun Reg 1	7:00 PM-8:00 PM	60+ ASSOCIATION	1225	P-2	1	MWAS
				\$3,500.00							1	
Line: 3												
08/28/12	Tuesday	1:11:58 PM	:30	\$1,800.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	60+ ASSOCIATION	1225	P-2	1	MWAS
				\$1,800.00							1	
				\$6,250.00							3	
				\$6,250.00							3	
				\$6,250.00							3	
				\$6,250.00							3	
				\$6,250.00							3	

[Filtered by:] [Sorted by: Station]